

Abstract

Bachelor's thesis titled *From peace to Crimea: Russia's media image in Czech commentary in years 2013–2014* analyzes the form of commentaries related to Russian federation and endeavors to capture a transformation of medial view on the country in the context of Winter Olympic Games in Sochi, conflict in Ukraine and all previous events. The theoretical background of the whole thesis is based on the theories of social and medial construction of reality such as agenda setting, framing and gate-keeping and deals with stereotyping as well. An extensive chapter is devoted to Czech-Russian relations in a time span longer than a century, presents important points in shared history and mentions events which radically influenced international history in the past. The analytic part applies the method of quantitative content analysis and utilizes elements of qualitative content analysis. The presented media image of Russia is based on examination of eight variables (frequency, media, extent, author, event, topic, evaluation of Russia's role and stereotypes).